**ELECTA: The Execution-Ready Blueprint (v5.1)**

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**Introduction** This document is the definitive and final blueprint for the ELECTA project. It incorporates all strategic analysis, stakeholder feedback, and tactical refinements into a single, execution-ready plan. This master blueprint serves as the official guide for governance, product development, market launch, and operations.

**1. Governance & Business Model: The Foundation**

**1.1. The Ethics, Governance & Oversight Charter**

This is the cornerstone of public trust and must be implemented immediately.

**Action Items:**

* Formally engage and co-author the Charter with credible partners, including BRAC, Transparency International Bangladesh, and a rights-focused legal team like BLAST or Article 19.
* Ensure the final public document includes signatories from each founding partner to demonstrate unified commitment and legitimacy.
* Establish the Community Advisory Board with a diverse composition, including representatives from civil society, youth groups, and tech-for-democracy advocates.
* Develop a comprehensive Advisory Board Onboarding Toolkit, including training materials on neutrality, data ethics, and simulated crisis drills (e.g., responding to coordinated political pressure).
* Implement a Public Nomination Mechanism for Advisory Board members to foster community ownership and decentralize control.
* Finalize Governance Rules within the Charter:
  + **Conflict of Interest Policy:** Institute a binding policy requiring all board members to publicly disclose potential conflicts and recuse themselves from relevant decisions.
  + **Dispute Resolution:** Codify a transparent public process for appealing moderation decisions.
  + **Term Limits:** Enforce rotating terms for board members to prevent stagnation and ideological capture.
  + **Platform Alignment with National Standards (New):** The platform formally commits to neutrally and transparently tracking political party compliance with the national July Charter. All compliance assessments shall be based on publicly verifiable evidence and conducted by trained, non-partisan Data Editors, with a clear appeals process managed by the Community Advisory Board.

**1.2. The Business & Monetization Strategy**

This ensures long-term sustainability without compromising core principles.

**Action Items:**

* Prioritize securing 12 months of operational runway through targeted grant applications (e.g., USAID’s "Democracy Fund," UNDP’s "Digital Bangladesh" initiatives).
* Develop Financial Assets:
  + Create a detailed Pricing Matrix with feature-differentiated tiers for Media, NGO, and Academic partners.
  + Design a professional 1-Pager Pitch Deck for CSR & Grant Funders, highlighting social impact KPIs.
* Refine Premium Tiers:
  + **Data Privacy Guarantee:** The pricing matrix must explicitly define the robust data anonymization standards applied to all datasets provided to partners to preempt privacy concerns.
* Expand Revenue Streams (Phase 2):
  + Scope a pilot for a citizen micro-donation feature to foster community ownership.
  + Add white-label licensing of the Civic Education Chatbot to the roadmap for schools and other NGOs.

**1.3. The Post-Launch Transparency Dashboard**

This dashboard will be a public commitment to radical transparency.

**Action Item:**

* Plan and design a public-facing dashboard to be launched post-MVP, which will display key metrics, including:
  + Real-time NID verification queue size and average wait time.
  + Origins of all survey funding.
  + A log of governance board member rotations.
  + The volume and outcomes of moderation appeals.
  + Summaries of key Advisory Board decisions and voting outcomes.

**2. Product & Feature Roadmap: The User Experience**

**2.1.**

Mandate Accessibility Testing

**Action Item:**

* Add formal accessibility testing, using established standards like WCAG 2.1, to the pre-launch QA checklist, with a focus on validating all screen-reader flows.

**2.2.**

The Civic Education Chatbot

**Action Items:**

* Implement a Chatbot Feedback UI ("Was this answer helpful?") for continuous refinement.
* Develop an Offline/SMS Fallback flow for users without data access, providing basic civic information via text.
* Explore a content partnership with educational platforms like 10 Minute School to extend the chatbot's reach.

**2.3.**

The "Civic Pulse" Survey Module

**Action Items:**

* Implement a feature allowing users to "follow" a survey topic and receive notifications when new results are published.
* Develop rich, shareable public visualizations of aggregate survey data.

**2.4.**

"My Political Compass" (Private User Feature)

**Action Items:**

* Allow users to save and update their Compass results over time.
* Implement a "Compare with Region" feature using anonymized, aggregated data for contextual insight.

**2.5.**

The "Election Mode" Theme Shifter

**Action Items:**

* Build a configurable backend flag for manual, region-specific overrides.
* Define a manual override fallback process for mode-switching in the event of Election Commission API delays or restrictions.
* Add a UI countdown timer or event timeline to manage user expectations.

**2.6.**

The Disinformation Rebuttal System

**Action Items:**

* Design and develop a "Myth Buster" section or tag within the platform’s Q&A module.
* Ensure every rebuttal published includes a "last updated" timestamp and a clear link to the correcting source document.
* Forge partnerships with established, neutral fact-checking NGOs (e.g., BD FactCheck) to co-author and validate 'Myth Buster' content.

**3. Go-to-Market & Localization: The Launch**

**3.1.**

The Bangladesh GTM Plan

**Action Items:**

* Appoint Regional Community Coordinators (at least one per administrative division) to manage offline launch events and build local champion networks.
* Develop GTM Assets:
  + Create a central GTM campaign portal (e.g., electa.bd/launch) featuring a real-time map of active verification booths and scheduled community events.
  + Design a comprehensive Influencer Toolkit with a brand guide and messaging points.
  + Develop tailored 1-pager FAQ sheets for key community segments, including religious leaders, student club organizers, and NGO field workers.

**3.2.**

The Cultural & Language Localization Plan

**Action Items:**

* Institute a mandatory "Language Simplification Review" for all public-facing text to ensure it meets an ~8th-grade reading level in Bengali.
* Implement Fact-Source Disclosure Tags on all high-visibility data cards stating the data's origin (e.g., "Source: EC Affidavit, 2024").
* Hire professional voice actors to narrate key content (e.g., candidate bios) for greater emotional impact and user trust.

**4. Risk Mitigation & Operations**

| Risk Category | Risk | Mitigation Strategy |
| --- | --- | --- |
| Governance | Platform Capture by Activists | Advisory Board members must sign a legally binding neutrality and conflict of interest disclosure agreement. Board seats will rotate every 24 months. |
| Content | Disinformation Loops | AI + user-flagged Q&A content will be auto-hidden pending review. The platform will feature a "Myth Buster" section for public rebuttals. Implement a warning/suspension system for repeat offenders. |
| Operational | Moderation Fatigue | Implement moderator job rotations and track wellness KPIs. Expand wellness support to include access to confidential mental health resources (e.g., professional counseling). |
| Adoption | Low NID Verification Uptake | Partner with mobile banking agents (bKash/Nagad) for assisted verification. Launch an offline paper verification pilot in geographically diverse districts (coastal, urban, rural) with clear success metrics (e.g., 1,000 verifications/month per pilot district). |
| Technical | Third-party Service Failures | Onboard a redundant SMS gateway provider. Implement an SMS-to-email OTP fallback system with a clear SLA (e.g., switch within 5 minutes of detected outage). |
| Regulatory | Scrutiny under DSA | Engage a rights-focused legal team for a pre-launch review. Publish a "Legal FAQ" in simple Bangla. Develop pre-approved Legal Response Templates for inquiries under the DSA to ensure a consistent and protected response. |

Export to Sheets

**5. Immediate Execution Plan (Week 1–4)**

| Action | Priority | Owner |
| --- | --- | --- |
| Begin co-development of Ethics Charter with partners | 🟢 Urgent | Governance Lead |
| Hire Political Science Consultant (Bilingual) | 🟢 Urgent | HR / Content Lead |
| Define MVP tech scope based on v5.0 | 🟢 Urgent | Tech Lead |
| Draft 1-Pager Pitch Deck + Pricing Matrix | 🟠 High | Business Development |
| Build GTM Campaign Portal Shell | 🟠 High | Marketing + Dev |